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Reaching over 117,000 readers every week — 60th Year 1991

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Networks get sports help; Fox affiliates dodge programing contribution

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Arbitron releases rest of spring survey results for top 10 markets

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Cable networks preview programing for media critics; CTAM heads to Nashville

BUSINESS / 40
Arbitron prepares to remake service; declining revenues may force immediate actions

Show of the Year

170 Markets Sold. 95% Coverage.

WWOR-New York
KCAL-Los Angeles
WPWR-Chicago
WGBS-Philadelphia
KPIX-San Francisco
WBZ-Boston
WDCA-Washington
WJBK-Detroit
KTXA-Dallas
WJW-Cleveland
KPRC-Houston
WGNX-Atlanta
WTOG-Tampa
KARE-Minneapolis
KING-Seattle
WSVN-Miami
WPXI-Pittsburgh
KPLR-St. Louis
KMGH-Denver
KPNX-Phoenix
KTXL-Sacramento
WBAL-Baltimore
WFSB-Hartford
KGTV-San Diego
WCPX-Orlando
WISH-Indianapolis
KATU-Portland, OR
WTMJ-Milwaukee
WKRC-Cincinnati

KSHB-Kansas City
WCCB-Charlotte
WTVF-Nashville
WKFT-Raleigh
WSYX-Columbus
WYFF-Grnv/Spar/Ash
WGNO-New Orleans
WOTV-Grand Rapids
WMC-Memphis
WKBW-Buffalo
KAUT-Oklahoma City
KUTV-Salt Lake City
KENS-San Antonio
WTKR-Norfolk
WLNE-Providence
WPMT-Harrisburg
WNEP-Wilkes-Barre
WTTO-Birmingham
WDRB-Louisville
WXII-Grns/H.P.
WFLX-W. Palm Beach
KGGM-Albuquerque
WRGT-Dayton
WOWK-Charls/Hun
WXXA-Albany, NY
WAWS-Jacksonville
KJRH-Tulsa
KLRT-Little Rock
WALA-Mobile

WSMH-Flint/Sag
KTAL-Shreveport
WTVR-Richmond
KSAS-Wichita
WBIR-Knoxville
WNWO-Toledo
WGBA-Green Bay
WTVH-Syracuse
WHO-Des Moines
WJPR-Roanoke
WOWT-Omaha
WAND-Chmp/Sprng
WDKY-Lexington
WSIL-Paducah
KREM-Spokane
WCSH-Portland, ME
KGAN-Cedar Rapids
KSPR-Springfield, MO
WQAD-Davenport
KMSB-Tucson
WDEF-Chattanooga
WDBD-Jackson, MS
WSBT-South Bend
WIS-Columbia
WZDX-Huntsville
WJHL-Tri-Cities
WKBN-Youngstown
WISC-Madison

WVNY-Burlington
KVVU-Las Vegas
WEHT-Evansville
KHAS-Lincoln/Has
WAFB-Baton Rouge
KCEN-Waco
WEVU-Ft. Myers
KOAA-Colo Springs
KCIK-El Paso
WFFT-Ft. Wayne
WSYM-Lansing
WRDW-Augusta
WFXI-Grnv/New B
WCOV-Montgomery
WTGS-Savannah
KDLT-Sioux Falls
WTAT-Charleston
KSBW-Mont/Salinas
WEEK-Peoria
KADY-Santa Barbara
KLFY-LaFayette
WTVM-Columbus, GA
KHBS-Ft. Smith
KOLO-Reno
WTWC-Tallahassee
KVAL-Eugene
KNOE-Monroe
KFDA-Amarillo

KZTV-Corpus Christi
WMGT-Macon
WTOV-Wheeling
WPDE-Florence
KIMA-Yakima
WSAW-Wausau
WPBN-Traverse City
KFDM-Beaumont
WTWO-Terre Haute
KMEG-Sioux City
KBAK-Bakersfield
WKBT-LaCrosse
WCBI-Columbus
WQRF-Rockford
KBCI-Boise
WETG-Erie
KXMC-Minot
KPEJ-Odessa
KODE-Joplin/Pitts
KIMT-Roch/Mas Cit
WIBW-Topeka
KJTV-Lubbock
KDRV-Medford
KRCG-Columbia
KETK-Tyler
WLBZ-Bangor
WALB-Albany, GA
KHQA-Quincy/Han

KTAB-Abilene/Swt
KTUU-Anchorage
WDHN-Dothan
KIDK-Idaho Falls
KOTA-Rapid City
WFXV-Utica
KTVQ-Billings
KALB-Alexandria
WOGX-Gainesville
WXVT-Grnwd/Grnvl
WPGX-Panama City
KYEL-El Centro
WXXV-Biloxi/Gulf
WTAP-Parkersburg
KQTV-St. Joseph
WBBJ-Jackson, TN
WLUC-Marquette
KEYC-Mankato
WGRB-Bowling Green
WJSU-Anniston
KLST-San Angelo
KOIA-Ottumwa
KVTV-Laredo
WHIZ-Zanesville
KTVH-Helena
KFTY-Santa Rosa
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Vol. 121 No. 4 $2.50

Pay per view: Promise/performance

THIS WEEK

11 / FIGHTING CHANCES FOR PPV

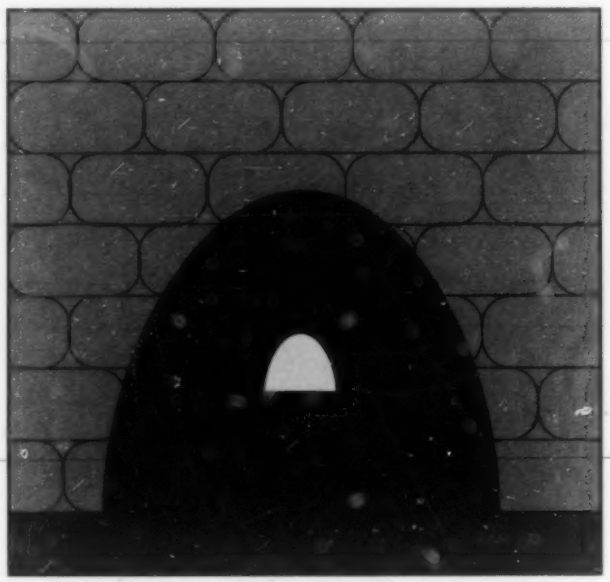
Thanks mostly to blockbuster boxing showdowns, '91 revenues for pay per view are outpacing last year's totals by 75%, and event purchases are unexpectedly besting movies. The revenue surge is good news to MSO's, which are receiving less-than-anticipated income this year from premium channels. Looking ahead to more boxing rounds and the summer Olympics in 1992, cable executives expect the good news to continue—even PPV-holdout TCI has started to edge toward the service.

13 / TURNAROUND IN ADS PUSHED TO '92

Broadcasters and rep firms that had hoped for a brighter advertising climate by the third quarter of this year have pushed their turnaround predictions to mid-1992. The delayed rebound is linked by many to the slower-than-expected improvement in the economy as a whole. But more pessimistic observers point out that the ad revenue slowdown preceded the recession and that there is no evidence to support anticipating a joint recovery.

14 / CUTBACKS AT NEWS BUREAUS

With each one costing between $500,000 and $1 million annually, news bureaus are feeling the effects of network budget constraints. The exception: CNN, which plans to open three new overseas bureaus later this year. While a handful of bureaus will close, the trend is toward downsizing: for example, ABC News replaced a larger Dallas bureau with a full-time correspondent who works out of his home. In addition, technicians are being switched from full-time status to freelance.



Broadcasters are still looking forward to ad revenue turnaround, but see date receding into mid-1992 (page 13).

16 / 'GAME-EDIES': A LAUGHING MATTER?

For the 1992-93 season, syndicators hope that "game-edies," i.e, game shows with a strong comedy element, and talk shows will prove more successful than last season's decimated game show field. A remake of *You Bet Your Life*, hosted by Bill Cosby, is the most talked-about entry in the game-edy genre. On the talk show circuit, Group W will have a show with Vicki Lawrence, MCA has signed Kitty Kelley, and Tom Snyder, sources say, has been approached.

19 / CABLE PRESS PREVIEWS

HBO and Showtime told the Television Critics Association press tour to expect a growing number of original productions from the two networks in the coming year. The reason: recessionary pressure to pay less per title for theatrical releases, combined with high ratings for their own made-for-cable productions. Lifetime premieres *Confessions of a Crime*, focusing on the motivations for violent crime, this week; A&E will launch encore episodes of *Late Night with David Letterman* in September; and Comedy Central plans *Harvard Lampoon Looks at 10 Years of MTV*, a one-hour satirical look at the music-video network on its 10th anniversary.

22 / CUSTOMER SERVICE: 'BUZZWORDS'?

This week's CTAM conference in Nashville has three themes: improving pay television by experimenting with packaging; addressing human resources concerns, and implementing quality customer service. The conference "will focus on building your department, your division, your group and your company.... We're trying to show this isn't the next six-month buzzword," says CTAM Chairman and Discovery Channel President Ruth Otte.

23 / NEW AUDIENCES GET ENCORE

Now received by 1.5 million TCI subscribers for $1 a month, the low-priced Encore service will soon be tested on one to four systems by each of nine large MSO's: Time Warner, Continental, Cox, Jones, Newhouse, Cablevision Industries, Adelphia, Falcon and Scripps-Howard. John Sie, president of the channel, says that testing shows that cannibalization by Encore of other pay services has been negligible—0.5%—and that Encore households have a lower churn rate for

other pay services and a higher upgrade rate.

28 / WHO'LL PRODUCE TV SPORTS?

The agreement between ABC and independent producer/syndicator Raycom, in which Raycom will pay the network approximately $1.5 million to produce college basketball games and sell the advertising, has engendered a debate within the industry on the trend in network sports programing. Raycom thinks that high production costs, union demands and skyrocketing rights fees will continue to push the networks toward independent production companies; others predict that few independents will have the technical or sales resources to handle such huge undertakings.

29 / COMPENSATION UNCHANGED AT FOX

Fox Broadcasting's compensation structure with its affiliates will remain unchanged for now, but options for altering the arrangement in 1992 will be discussed at a board meeting set for late August. The company has encountered resistance from affiliates reluctant to sacrifice compensation in the current economic climate. A number of station managers, however, said they would not object to making some kind of contribution to Fox's program bill.

30 / BIG BARTER BUSINESS

Although a majority of independent stations agree that barter programing improves their profitability, they worry that syndicators will continue to seek more local advertising inventory and devalue national spot ad rates with preemptive barter ad sales. Findings of a California university survey of independents also showed that, for a third of respondents, daily schedules consisted of between 26% and 52% barter programing. Of general managers, 48% believe that barter has "negatively affected" national spot sales.

32 / MUST CARRY RESURRECTED

Despite FCC Commissioner James Quello's firm commitment to the regulations, and a strong push by independent television stations, the restoration of must-carry requirements is seen as a long shot, given sentiments of other commissioners. Only Ervin Duggan has shown any interest; Chairman Alfred Sikes and Commissioner Sherrie Marshall favor marketplace solutions. However, current legislation before Congress includes a must-carry provision; its passage would make the FCC proceedings moot.

33 / LICENSE APPLICATION CALLED A PAYOFF RUSE

An FCC administrative law judge last week dismissed the license application of Garden State Limited Partnership, entered in competition with WWOR-TV, on the grounds that Garden State had challenged the renewal merely to force the station into a lucrative settlement. ALJ Richard Sippel ordered WWOR's renewal and threw out a $2-million settlement that had been reached last January.

36 / CPB MAKES FUNDING APPEAL

The Corporation for Public Broadcasting asked the House to consider increasing the CPB's FY '94 funding to $355 million, or $95 million more than the Bush administration has proposed. CPB believes its ability to provide educational programing to a national audience and to reach rural and culturally diverse areas should translate into increased funding.

40 / ARBITRON PLANS NEW-BUSINESS BLITZ

Faced with declining revenues and share of stations, Arbitron Communications hopes a two-pronged strategy of aggressive pricing and cost-cutting can help the company regain its market share. Some possibilities: reduce sample sizes in nonsupportive markets, cut the number of surveys produced, put information onto disks instead of printing books and eliminate some books. "The bottom line," said Sales and Marketing VP Pete Megroz, "is...to design a service smaller in scope but more productive."

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ABC-Raycom deal for college basketball coverage raises questions about outside productions (page 28).

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Incorporating

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TOP OF THE WEEK

PPV BOLSTERING WEAK PAY TV PERFORMANCE

Revenues from growing service expected to beat '90 totals by 75%; blockbuster fights are unexpectedly outpacing movies

Pay per view, spurred by three major fights this year, is rapidly maturing as a bona fide revenue stream for cable companies. At a time when MSO's are below budget in income from premium services, PPV's surge has been a welcome addition to help make up for the shortfall.

The two fights between Mike Tyson and Razor Ruddock, plus the George Foreman-Evander Holyfield match, have brought in $125 million, this year, almost matching event revenue for all of 1990 ($137 million). And that figure doesn't include concerts and other events, primarily Wrestlemanias, that have brought in over $40 million this year. On Nov. 8, the showdown between Mike Tyson and Evander Holyfield could produce upwards of $100 million in revenue a total that could boost PPV event revenue to close to $300 million this year, more than double that of 1990. Overall PPV movie and event revenue in 1991 is projected to hit $422 million ($295 million for events, $127 million for movies), a 75% increase over 1990's $240 million ($137 million for events and $103 million for movies), according to Paul Kagan Associates.

To cable MSO's, the unforeseen boost in PPV revenues couldn't have come at a better time. Cable marketers, who will be comparing notes this week in Nashville at the Cable Television Administrative & Marketing Society conference, report that basic is on budget for the first six months of 1991, growing at between 4% and 5%. But revenue from premium services is down, and although pay per view remains a small revenue stream, "PPV is making up for losses in premium units," said Ted Livingston, senior vice president, marketing, Continental Cablevision.

"It has been a killer year for everybody" in terms of PPV, said Chris Forgy, senior vice president, marketing and programing, for Times Mirror Cable.

Going into the year, no one expected PPV to make such a strong showing, or for event revenue to outstrip movie revenue. United Artists Entertainment is a typical example. Greg DePrez, vice president, PPV, for UA, said the company received more revenue from PPV movies than events last year and expected the same this year, budgeting $18 million from movies and $12.7 million from events. But event revenue will outperform movies in 1991, he said, and will push UA's PPV revenue total beyond $40 million, $3 million more than it had budgeted and a 33% increase over 1989.

Although major fights receive the most attention, DePrez said that several years of work refining marketing techniques on movies is paying off. The company saw a 30% buy rate for movies in the first quarter, decidedly larger than the industry average, but still only a fraction of what is taken in by video stores. "There is a huge opportunity there," he said, to expand movie revenue. Meanwhile, "it keeps the wheels going" on the PPV machine between major events, he said. Additionally, said DePrez, the majority of those buying events aren't movie buyers, which indicates PPV is tapping into more and more homes.

While PPV has expanded, premium services continue to suffer. The victors in pay television this year will be the MSO's that don't lose subscribers. Newhouse President Robert Miron said pay "is down a little bit." Continental's Livingston said the company budgeted for flat revenues, but "we're not flat," indicating a drop of several percentage points.

"There is a lot more price sensitivity than there used to be," said another executive, but "the bigger issue is the stand-alone incremental rates for those units. Nevers and formers don't think they [the premium channels] are worth $10," because that product has long been available from the home video store. And tiering doesn't help. CTAM database results show that every time a system tiers, and gives consumers a chance to re-evalute their service, there is often a slight decline in pay units. If there is one bright spot on premium service, it's the relative stability of today's pay subscriber, said ATC's Tim Evard, vice president, marketing.

MSO's report that basic continued to grow in the first six months of the year, with the traditionally stronger second half of the year still to come. "We're doing fine on basic," said Times Mirror's Forgy. The company's net growth to date on basic, he said, "is 50% ahead of last year."

Evard said basic is growing at budgeted expectations of 4% to 5% at ATC. Livingston said basic is on track for a similar gain at Continental, but the traditional slowdown in the second quarter was a bit sharper than in recent years. The reason, he feels, "is that price issues are coming home to roost" with some nonsubscribers.

With the percentage growth in basic dropping slightly each year, and premium services losing ground, is PPV here to stay as an important part of cable's revenue stream? "Absolutely," said UA's DePrez.

With the professed intentions of TVKO and Kingvision to produce a steady slate of PPV events, DePrez sees 1992 shaping up with two major fights and six or seven minor events. If that is the case, MSO's will be able to factor in that heretofore unpredictable fight revenue into their budgets, along with continued gains in movie revenue. DePrez envisions movie and event revenue to be fairly equal in 1992, but the 1992 summer Olympics could swing PPV revenue in the event direction again.

Perhaps the most important development to come from PPV's recent growth has been the shift in opinion toward PPV by Tele-Communications Inc. The boxing purses and the summer Olympics prospects have not gone unnoticed by the long-time PPV holdout: TCI will begin rolling out Jerrold converters to subscribers most likely to take the service, a move that could mean increased use of PPV by several million households. –MS

GAO REPORT PROVIDES GRIST FOR REGULATION MILL

Since cable rates were deregulated in January 1987, rate increases have outpaced inflation by three to one, the General Accounting Office said in its latest survey. The rate of increase, however, slowed between December 1989 and March 1991 (the scope of the most recent survey), but still remains higher than inflation, GAO said.

GAO presented its survey to the House Telecommunications Subcommittee last Thursday (July 18). Among the report's findings: monthly rates for lowest basic service increased by 9% (over the 15-month timeframe) while channels provided decreased by one; rates for the most popular basic services increased by 15%, while the number of channels increased by two; the number of systems offering basic service on a single tier dropped from 83.4% to 58.6%; overall monthly revenues increased by 4.2%, and 59% of systems (serving 80% of all subscribers) currently face "effective competition" as redefined by the FCC and will therefore remain outside the realm of federal, state or local rate regulation.

Subcommittee Chairman Edward Markey (D-Mass.) said that "there was a widespread sense that the report would provide ammunition to critics of cable; in fact, it provides an arsenal....This GAO report is a blistering, scalding indictment of practices within certain parts of the cable industry....This further reinforces our need to pass tough cable rate reregulation this year.

"Left to the mercy of the marketplace," Markey continued, "we have no guarantee when the cable industry will reform its behavior. This one industry sticks out as an embarrassment."

But ranking minority member Matthew Rinaldo (R-N.J.) was less critical. He said rate increases "shouldn't be viewed alone," but should be viewed in context.

"While you can make a case that cable rates have increased," the congressman said, "I don't think they have increased as dramatically as one would make it out to be at first blush."

John Ols Jr., director of GAO Housing and Community Development Issues, presented the report to the subcommittee and said the survey "can be used to make estimated pricing changes affecting about 45 million of the 54 million current subscribers." Ols said the 1,505 cable systems responding to the survey serve approximately 27 million subscribers, or about half the nation's total.

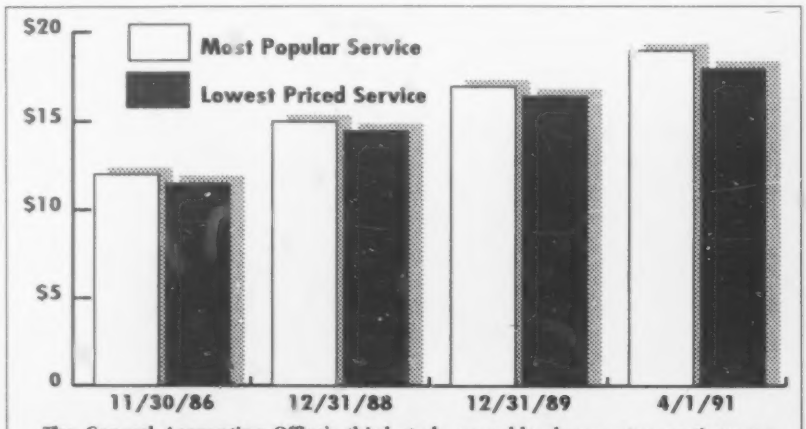
During the survey period, Ols said, "66% of subscribers to the lowest-price basic service incurred rate increases of more than 10%. In fact, 31% received rate increases of more than 20%...[while] the costs of most popular basic cable services have increased 15%."

Because current legislative proposals offered in 1990 would regulate only the lowest-priced basic service, Ols said, "one of the disturbing factors we note as we concluded our study...is the high level of [tiering]. We can't tell you what the intent of that retiering was. There was a decrease of 25%—83.4% to 54.8%—of those systems offering only one tier of basic service."

Markey said cable's sudden rush to retier was clearly "an anticipatory response to legislative and regulatory proposals that would regulate only the lowest tier of service."

Despite rate increases, GAO said that "on the revenue side, overall monthly revenues have increased an average of 4.2% between December 1989 and December 1990, and 4.7% between December 1989 and March 1991."

It was a point picked up on by the cable industry. NCTA President James Mooney said: "No matter how the numbers are manipulated, this study says that the average cable subscriber's monthly bill increased only 4.2% in 1990, when the overall [Consumer Price Index] went up 6.1%." –PJS



The General Accounting Office's third study on cable shows rates continue to increase faster than the rate of inflation, which proves the need for cable legislation, said Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. The chart above reflects rates for cable's lowest-price service, typically broadcast tiers, as well as the most popular service, traditionally full basic.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 7/8	ABC 8.4 / 16			MACGYVER (52) [7.7 / 15] 7.3 / 15	8.1 / 16	ABC MONDAY NIGHT MOVIE—EVIL IN CLEAR RIVER (44) [8.8 / 16] 8.5 / 16	8.5 / 15	9.1 / 17	9.2 / 18
	CBS 12.6 / 24			MAJOR (22) DAD 10.9 / 22	FAMILY (25) MAN 10.6 / 20	MURPHY (6) BROWN 13.4 / 25	DESIGNING (3) WMN. 14.0 / 25	NORTH. EXPOSURE (7) [13.3 / 25] 13.4 / 25	13.3 / 26
	NBC 7.9 / 15			FRESH (30) PRINCE 10.0/ 20	SUNDAY IN (46) PARIS 8.7 / 17	NBC MONDAY NIGHT MOVIE—NOBLE HOUSE PT.2 (57) [7.1 / 13] 6.6 / 12	6.7 / 12	7.6 / 14	7.7 / 15
	FOX 4.4 / 8			FOX NIGHT AT THE MOVIES—PINK LIGHTNING (85) [4.4 / 8] 4.2 / 8	4.2 / 8	4.7 / 9	4.7 / 8		
TUESDAY 7/9	ABC 10.8 / 20			WHO'S THE (32) BOSS 9.9 / 19	DAVIS (32) RULES 9.9 / 18	ROSEANNE (5) 13.7 / 24	COACH (13) WMN. 12.0 / 21	CHINA BEACH (35) [9.7 / 18] 9.9 / 17	9.5 / 18
	CBS 16.5 / 30			MLB A/S (14) PR.GM.11.9 / 24	MLB ALL STAR GAME (1) [17.4 / 32] 15.4 / 29	17.3 / 31	18.4 / 32	18.5 / 32	18.5 / 33
	NBC 8.0 / 14			MATLOCK (43) [8.9 / 17] 8.6 / 17	9.1 / 17	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.3 (53) [7.6 / 13] 6.9 / 12	7.2 / 12	8.1 / 14	8.0 / 15
WEDNESDAY 7/10	ABC 8.5 / 16			WONDER (47) YEARS 8.1 / 17	GROWING (47) PAINS 8.1 / 16	DOOGIE (26) M.D. 10.4 / 19	MAN IN (41) FAMILY 9.2 / 17	EQUAL JUSTICE (54) [7.5 / 14] 7.3 / 14	7.7 / 15
	CBS 9.3 / 18			HOGAN (68) FAM. SP 5.9 / 12	FAMILY (66) MAN 6.0 / 12	JAKE AND FAT MAN (35) [9.7 / 18] 9.1 / 17	10.4 / 19	48 HOURS (12) [12.1 / 23] 12.3 / 23	12.0 / 24
	NBC 9.5 / 18			UNSLVD. MYSTERIES (11) [12.3 / 25] 11.6 / 24	13.0 / 26	NBC MOVIE OF THE WEEK—NOBLE HOUSE PT.4 (47) [8.1 / 15] 7.8 / 15	7.6 / 14	8.5 / 16	8.7 / 17
THURSDAY 7/11	ABC 7.2 / 14			SEA WORLD STAR (70) [5.8 / 12] SUMMER 5.5 / 11	6.0 / 12	GABRIEL'S FIRE (73) [5.7 / 10] 5.3 / 10	6.0 / 11	PRIMETIME LIVE (30) [10.0 / 19] 9.9 / 18	10.2 / 20
	CBS 7.4 / 14			TOP COPS (47) [8.1 / 16] 7.4 / 15	8.8 / 17	TRIALS OF ROSIE O'NIELL (65) [6.1 / 11] 5.9 / 11	6.4 / 11	CANDID CAM! A SP. (51) [7.9 / 15] 7.9 / 15	7.9 / 15
	NBC 11.0 / 21			COSBY (29) 10.3 / 21	DIFFERENT (20) WORLD 11.0 / 22	CHEERS (2) 14.1 / 26	WINGS (17) 11.6 / 20	L.A. LAW (40) [9.4 / 18] 9.2 / 17	9.6 / 19
	FOX 10.4 / 20			SIMPSONS (24) 10.8 / 22	TRUE (55) COLORS 7.4 / 15	BEVERLY HILLS 90210* (17) [11.6 / 21] 11.2 / 20	12.1 / 21		
FRIDAY 7/12	ABC 12.5 / 27			FULL (15) HOUSE 11.7 / 26	FAMILY (9) MAT. 12.6 / 27	PERFECT (15) STRAN. 11.7 / 25	MISS (20) JONES 11.0 / 23	20/20 (4) [13.9 / 29] 14.0 / 29	13.7 / 29
	CBS 5.8 / 12			VERDICT (70) 5.8 / 13	TRUE SP. (76) DETEC. 5.5 / 12	FLASH (73) [5.7 / 12] 5.2 / 11	6.2 / 13	SWEATING BULLETS* (68) [5.9 / 12] 6.1 / 12	5.7 / 12
	NBC 5.5 / 11			NBC MOVIE OF THE WEEK—CHAMELENOS (70) [5.8 / 12] 5.8 / 13	5.4 / 12	6.0 / 13	5.9 / 12	MIDNIGHT CALLER (81) [4.8 / 10] 4.7 / 10	5.0 / 11
	FOX 3.6 / 8			AMERICA'S MOST WANTED (80) [4.9 / 11] 4.7 / 11	5.2 / 11	ALIEN NATION (91) [2.2 / 5] 2.2 / 5	2.2 / 5		
SATURDAY 7/13	ABC 5.8 / 13			WORLD /DISCOVERY (76) [5.5 / 13] 5.3 / 13	5.7 / 13	ABC SATURDAY NIGHT MOVIE—BEFORE THE STORM (66) [6.0 / 13] 5.2 / 11	5.6 / 12	6.4 / 14	7.0 / 15
	CBS 5.8 / 13			CBS SATURDAY MOVIE—DUE THE RIGHT THING (64) [6.2 / 14] 5.6 / 13	6.1 / 14	6.2 / 13	6.7 / 14	6.5 / 14	GOOD (86) SPORTS 4.0 / 9
	NBC 9.2 / 20			AMEN (61) 6.4 / 15	DOWN (62) HOME 6.3 / 14	GOLDEN (22) GIRLS 10.9 / 23	EMPTY (10) NEST 12.5 / 26	DEAR (35) JOHN 9.7 / 21	CAROL & (42) CO. 9.1 / 20
	FOX 5.0 / 11			COPS (75) 5.6 / 13	COPS 2 (60) 6.7 / 15	T.Y. HID. (83) VIDEO 4.5 / 10	BABES (90) 3.0 / 6		
SUNDAY 6/14	ABC 7.3 / 14	LIFE GOES ON (81) [4.8 / 11] 4.5 / 11	5.2 / 12	AMR. FUN (34) VIDEO 8.9 / 21	AMR. FUN (35) PLP. 9.7 / 19	ABC SUNDAY NIGHT MOVIE—THE FATHERS REVENGE (56) [7.3 / 13] 7.0 / 13	6.9 / 12	7.4 / 13	7.9 / 14
	CBS 10.8 / 21	60 MINUTES (8) [12.9 / 31] 12.5 / 30	13.4 / 31	MURDER SHE WROTE (39) [9.5 / 19] 9.0 / 19	9.9 / 20	CBS SUNDAY NIGHT MOVIE—CHILDREN OF THE BRIDE (26) [10.4 / 19] 9.1 / 17	10.1 / 18	11.3 / 20	11.0 / 20
	NBC 8.1 / 16	LIFESTORIES SP. (89) [3.4 / 8] 3.3 / 8	3.5 / 8	EXPOSE (79) 5.1 / 11	REAL LIFE (57) J. P. 7.1 / 14	NBC SUNDAY NIGHT MOVIE—P. MASON-LETHAL LESSON (19) [11.4 / 21] 9.8 / 18	11.4 / 20	12.1 / 22	12.4 / 23
	FOX 5.6 / 11	TOTALLY (86) HD VD 4.0 /	P. LEWIS (88) 3.6 / 8	IN LIVING (62) COLOR 6.3 / 13	GET A LIFE (83) 4.5 / 9	MRD. WITH (44) CHILD. 8.8 / 17	TOP OF (59) HEEP 6.9 / 12	SUNDAY COMICS (76) [5.5 / 10] 5.7 / 10	5.2 / 10

WEEKLY PRIME TIME AVERAGE	ABC 8.6 / 17	CBS 9.8 / 19	NBC 8.4 / 17	FOX 5.8 / 12
SEASON PRIME TIME AVERAGE	ABC 11.6 / 20	CBS 11.6 / 20	NBC 11.9 / 21	FOX 6.2 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

MONTHLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

RADIO

MUSIC STATIONS REGAIN GROUND IN SPRING SURVEY

According to spring Arbitron numbers released last week, most AM stations that picked up more than a full share point in the winter '91 survey lost ground, while music stations gained. The exceptions are Chicago's MOR/talk WGN(AM), which rose from 7.8 to 8.2; WMAL(AM) Washington, which rose from 4.4 to 4.5; and KABC-(AM) Los Angeles, which grew from 4.3 to 5.1. (Los Angeles and New York were reported in BROADCASTING, July 15.)

■ **Chicago.** Except for front-runner WGN(AM), other market leaders experienced share slippage. Urban-formatted WGCI-FM dipped from 7.4 to 6.6; CHR-oriented WBBM-FM dropped from 6.9 to 5.8; WVAZ(FM) Oak Park, Ill., lost a half-point to finish at 4.3, and news outlet WBBM(AM) sank from 5.2 to 3.9.

■ **San Francisco.** Market-leading news station KGO(AM) fell off from a wartime 8.9 to 7.8 this book, while CHR-formatted KMEL(FM) held relatively steady with a 6.1. News-oriented KCBS(AM) dropped considerably, from 6.7 to 4.8, while AC outlet KIOI(FM) climbed into the top five at 3.9.

■ **Philadelphia.** News-oriented KYW(AM) dipped slightly from 8.8 to 8.7, while urban-formatted WUSL(FM) climbed more than a full point to finish second at 7.2. Classic rock station WYSP(FM) climbed into third with a 6.1, ahead of AOR competitor WMMR(FM), which finished with 5.7.

■ **Detroit.** WJR(AM) held on to the top spot despite some slippage to 8.0, while WJLB(FM) dropped from 7.2 to 6.3 into a tie for second with country outlet WWWW(FM), which climbed from 5.1.

■ **Washington, D.C.** Market-leading CHR station WPGC-FM regained some of its pre-war momentum, increasing from 7.3 to 7.6, while country combo WMZQ-AM-FM gained a full point to finish in second at 5.9.

■ **Dallas-Fort Worth.** Market-leading country station KSCS(FM) gained almost two points, climbing from 9.1 to 11.0. Second-ranked AC combo KVIL-AM-FM picked up to finish at an even 7.0; country-oriented WBAP(AM) jumped from 6.2 to 6.7, while format competitor KPLX(FM) dropped from 6.6 to 6.2.

■ **Boston.** WRKO(AM) and WZOU(FM) remained in a close one-two race, but AOR-formatted WBCN(FM) jumped from 4.7 to 5.9, while CHR-oriented WXKS-FM dropped from 6.7 to 5.8.

■ **Houston-Galveston.** Country stations KILT-FM and KIKK-FM again were the big market winners, but in this book they flip-flopped, with KILT-FM jumping two points to 9.5, while KIKK-FM dipped from 8.2 to 7.0.

All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m.-midnight. –RER

3. Chicago

	Format	Winter	Spring
WGN(AM)	MOR/Talk	7.8	8.2
WGCI-FM	Urban	7.4	6.6
WBBM-FM	CHR	6.9	5.8
WVAZ(FM)	Urban	4.8	4.3
WBBM(AM)	News	5.2	3.9
WLIT-FM	AC	3.5	3.9
WWBZ(FM)*	AOR	1.4	3.9
WJJD(AM)	MOR	2.4	3.6
WLUP-FM	AOR	3.5	3.6
WCKG(FM)	Classic Rock	3.9	3.4
WJMK(FM)	Oldies	2.8	3.4

4. San Francisco

KGO(AM)	News/Talk	8.9	7.8
KMEL(FM)	CHR	6.2	6.1
KCBS(AM)	News	6.7	4.8
KFRC(AM)	Nostalgia	4.5	4.3
KIOI(FM)	AC	2.9	3.9
KNBR(AM)	Talk	2.4	3.8
KOIT-AM-FM	Soft AC	3.2	3.7
KSOL(FM)	Urban	2.9	3.6
KSAN(AM)	Country	3.2	3.0
KDFC-AM-FM	Classical	1.9	2.7

5. Philadelphia

KYW(AM)	News	8.8	8.7
WUSL(FM)	Urban	6.1	7.2
WYSP(FM)	Classic Rock	5.7	6.1
WMMR(FM)	AOR	5.4	5.7
WEAZ-FM	AC	5.5	5.6
WPEN(AM)	Nostalgia	6.9	5.6
WIOQ(FM)	CHR	5.2	4.9
WWDB(FM)	Talk	4.1	4.8
WMGK(FM)	AC	4.2	4.6
WOGL-FM	Oldies	3.9	4.4

6. Detroit

WJR(AM)	MOR,News/Talk	8.3	8.0
WJLB(FM)	Urban	7.2	6.3
WWWW(FM)	Country	5.1	6.3
WWJ(AM)	News	5.9	5.7
WKQI(FM)	CHR	3.9	4.7
WHYT(FM)	CHR	4.2	4.5
WRIF(FM)	AOR	3.7	4.4
WOMC(FM)	Oldies	2.9	3.9
WJZZ(FM)	Jazz	3.4	3.8
WLTI(FM)	AC	5.1	3.7
WXYT(AM)	Talk	4.5	3.7

7. Washington

	Format	Winter	Spring
WPGC-FM	CHR	7.3	7.6
WMZQ-AM-FM	Country	4.9	5.9
WGAY(FM)	Easy	6.9	5.6
WKYS(FM)	Urban	5.3	4.9
WASH(FM)	AC	4.5	4.6
WMAL(AM)	News/Talk	4.4	4.5
WWDC-FM	AOR	3.1	4.4
WAVA(FM)	CHR	3.8	4.2
WRQX(FM)	AC	4.8	4.2
WLTT(FM)	AC	4.1	4.0
WMMJ(FM)	AC	3.5	4.0

8. Dallas-Fort Worth

KSCS(FM)	Country	9.1	11.0
KVIL-AM-FM	AC	6.9	7.0
WBAP(AM)	Country	6.2	6.7
KPLX(FM)	Country	6.6	6.2
KTXQ(FM)	AOR	5.4	5.9
KKDA-FM	Urban	5.7	4.6
KJMZ(FM)	Urban	4.0	4.3
KEGL(FM)	CHR	4.4	4.1
KRLD(AM)	News/Sports	5.5	4.1
KLUV(FM)	Oldies	2.4	3.8

9. Boston

WRKO(AM)	Talk	7.0	7.3
WZOU(FM)	CHR	6.9	6.8
WBCN(FM)	AOR	4.7	5.9
WXKS-FM	CHR	6.7	5.8
WBZ(AM)	AC	6.5	5.4
WSSH-FM	Easy	4.4	5.1
WHDH(AM)	Talk	4.2	4.6
WODS(FM)	Oldies	4.2	4.2
WEEI(AM)	News	5.9	4.1
WVBF(FM)	AC	3.0	3.9
WZLX(FM)	C. Rock	3.4	3.9

10. Houston-Galveston

KILT-FM	Country	7.5	9.5
KIKK-FM	Country	8.2	7.0
KMJQ(FM)	Urban	6.6	7.0
KODA(FM)	Soft AC	5.3	5.5
KHMX(FM)	Mix	4.2	5.3
KLOL(FM)	AOR	5.3	5.1
KTRH(AM)	News	5.4	4.4
KQUE(FM)	Nostalgia	4.6	3.8
KRBE-FM	CHR	3.3	3.8
KLDE(FM)	Oldies	3.2	3.7

**Changed call letters from WFYR-FM and format from Soft AC April 1, 1991*

CHANGING HANDS

WTXL-TV Tallahassee, Fla. □ Sold by Tallahassee 27 Ltd. to E.T. Broadcasting for $5.35 million. Terms: $5 million cash and $350,000 assumption of accounts payable. **Seller** is headed by Joseph D. Tydings, former U.S. Senator from Maryland, and chairman of U.S. Media Inc., general partner of licensee of KIIX(AM)-KTCL(FM) Fort Collins, Colo. and KTRS(FM) Casper, Wyo. **Buyer** is headed by Elio Betty and F. Tracy Lavery. Betty is former VP of sales for ABC-TV O & O's, and former senior VP of Financial News Network. Lavery is former managing director at Chemical Bank; this is company's first broadcast purchase. WTXL-TV is ABC affiliate on ch. 27 with 1,184.7 kw vis and 118.46 kw aur. with antenna 1,041 feet. *Broker: Media Venture Partners.*

KADY-TV Oxnard, Calif. □ Sold by McGregor Holding Corp. to HBC Holdings Inc. for $3.8 million. **Seller** has no other broadcast interests. **Buyer** is headed by John D. and Erica T. Huddy, husband and wife (each 50%), who are currently president and program director, respectively, of KADY-TV. John Huddy is president and CEO of Riklis Broadcasting Corp., station's licensee, and permittee of KBBL(TV) Big Bear Lake, Calif. KADY-TV is independent on ch. 63 with 1,782 kw vis; 513 kw aur. and antenna 1,800 feet above average terrain.

WIBX(AM)-WLZW(FM) Utica, N.Y. □ Sold by Maritime Broadcasting Associates Ltd. to 950 Communications Corp. for $1.3 million cash. **Seller** is headed by Paul R. Salvage; stations are last broadcast properties of Maritime Broadcasting. **Buyer** is headed by Donald C. Alexander, who also owns WTNY-AM-FM Watertown and WMSA(AM) Massena, both New York. WIBX is fulltimer with news-talk format on 950 khz with 5 kw. WLZW has adult contemporary format on 98.7 mhz with 25 kw and antenna 660 feet above average terrain. *Broker: Richard A. Foreman Associates Inc.*

WNBS(AM) Murray, Ky. □ Sold by Murray Broadcasting Co. Inc. to Keith Stubblefield, aka Troy Cory, for $1.2 million. **Seller** is headed by Charles Shuffett, and also has interests in LPTV W46BE Murray, Ky.; concurrent application to assign W46BE to Stubblefield has been filed. **Buyer** is radio personality with no other broadcast interests. WNBS is fulltimer with oldies format on 1340 khz with 1 kw. *Broker: Proctor Group Inc.*

KBJJ(FM) Marshall, Minn. Sold by CD Broadcasting Corp. of Marshall to Paradis Broadcasting of Marshall Inc. for $350,000. Terms: $700,000 cash at closing and $500,000 five-year noncompete covenant. **Seller** is headed by Christopher Dahl, Russell Cowles II and Richard W. Perkins, who also have interests in licensees of KKAA-AM-FM Aberdeen, KJJQ(AM)-KKQQ(FM) Volga and KBHB(AM)-KRCS(FM) Sturgis, all South Dakota; KRRZ(AM)-KZPR(FM) Minot, N.D.; KQHT(FM) Crookston, KKBJ-AM-FM Bemidji and KLGR-AM-FM Redwood Falls, all Minnesota, and KNUI-AM-FM Maui, Hawaii. Dahl also has interests in WWTC(AM) Minneapolis. **Buyer** is headed by Melvin E. Paradis, who owns 75% of stock of Paradis Broadcasting of Alexandria Inc., licensee of KXRA-AM-FM Alexandria, MN. KBJJ has adult contemporary format on 107.1 mhz with 3 kw and antenna 242 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,400,000** □ **5**

FM's □ **$385,000** □ **3**

AM-FM's □ **$1,320,000** □ **3**

TV's □ **$9,150,000** □ **2**

Total □ **$12,255,000** □ **13**

Year to Date:

AM's □ **$52,433,095** □ **145**

FM's □ **$116,071,755** □ **149**

AM-FM's □ **$143,246,587** □ **107**

TV's □ **$678,549,000** □ **50**

Total □ **$990,300,437** □ **451**

For 1990 total see Jan. 7, 1991 BROADCASTING.

The first government-owned TV station in the U.S., WCVX(TV) Vineyard Haven, Mass., went dark at the beginning of the month. Resolution Trust Co. failed to find a qualified buyer for the UHF facility and shut down operations July 2 rather than incur operating losses of roughly $50,000 monthly. Albert Makkay, owner of WPXC(FM) Hyannis, Mass., has bought the tower and land while agreeing to lease, at below market rates, a tower position to a buyer of WCVX, said David Kimel of New England Media, which represented RTC.

YTD MARKETS

Through the first six months, MVP has emerged as the 1991 industry leader in radio transactions. Coast-to-coast, north to south, in bull and bear economies, large, medium or small markets – no other brokerage firm performs more consistently, more professionally, for its clients.

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RADIO and TELEVISION BROKERAGE
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WASHINGTON, DC
ORLANDO
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freq: 1050 khz.

FM's

■ **Citronelle, AL** WKQR(FM) 101.9 mhz—June 24 application (BPH910110IE) granted for CP to change ERP: 15.4 kw H&V; change ant.: 130 m.; freq: 102.1 mhz; class: C3; TL: 15.8 km WSW of Citronelle, AL at intersection of Alabama Hwy. 146, Lott Rd. and Beverly Jeffries Rd. (per docket #89-438).

■ **Show Low, AZ** KVWM-FM 93.5 mhz—June 20 application (BPH910219iD) granted for CP to change ERP: 25 kw H&V; change class: C3 (per show cause order MM docket #89-157).

■ **Barstow, CA** KDUC(FM) 94.3 mhz—May 21 application (BPH901101IA) granted for CP to change ERP: 4.6 kw H&V; change ant.: 238.8 m.; change class to 232A (R&O RM 7134).

■ **Ferndale, CA** KWHZ(FM) 99.3 mhz—June 20 application (BMPH880810ID) granted for mod. of CP (BPH850711M2) to change TL: Humboldt Hill, Eureka, CA; ant.: 124 m.

■ **Mariposa, CA** KHRA(FM) 103.9 mhz—Feb. 12 application (BMPH900906IB) granted for mod. of CP (BPH880512MB) to change ERP: .071 kw H&V; ant.: 624 m.; TL: Hughes site #1, 6286 Morrissey Rd., Mariposa, CA.

■ **Oxnard, CA** KDAR(FM) 98.3 mhz—June 27 application (BPH900820IB) granted for CP to change ERP: .79kw H&V; ant.: 275 m.; TL: AT&T site at Hall Canyon, Venura, CA.

■ **Key Colony Beach, FL** WKKB(FM) 105.5 mhz—June 18 application (BMPH891229IE) granted for mod. of CP (BPH871110NI) to change ERP: 6 kw H&V; ant.: 69 m.; change TL: near Coast Guard Station on W side of Marathon, FL.

■ **Kekaha, HI** KAUI(FM) 103.3 mhz—June 25 application (BPH910313IG) granted for CP to change ERP: 100 kw H&V; change ant.: -248 m.; class: C1 (per docket #89-584).

■ **Beardstown, IL** WRMS-FM 94.3 mhz—July 5 application (BMLH900904KE) granted for mod. of license (BLH6893) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Belvidere, IL** WXRX(FM) 104.9 mhz—June 27 application (BPH910228IE) granted for CP to change ERP: 4 kw H&V; ant.: 122 m.; TL: 1,200 ft. N of Collins Rd. .5 mi E of I-90, Loves Park, FL.

■ **Hiawatha, KS** KNZA(FM) 103.9 mhz—June 21 application (BMPH901121IA) granted for mod. of CP (BPH900518II) to change ant.: 150 m.; TL: 4.5 km from Muscotah, KS, at bearing of 128.4 degrees.

■ **Medicine Lodge, KS** KREJ(FM) 95.9 mhz—June 28 application (BPH901029IF) dismissed for CP to change ERP: 6 kw H&V.

■ **Medicine Lodge, KS** KREJ(FM) 95. mhz—June 19 application (BMPH910415MJ) granted for mod. of CP (BPH880218MB new station) to change antenna supporting-structure height.

■ **Winfield, KS** KWKS(FM) 105.5 mhz—June 19 application (BPH910606IK) granted for CP to change freq: 107.9 mhz; change channel to 300C2 (per docket #89-477).

■ **Glasgow, KY** WWWQ(FM) 105.5 mhz—July 3 application (BPH910520IF) granted for CP to change freq: 105.3 mhz; change channel and class to 287C3 (per docket #90-210).

■ **Opelousas, LA** KVOL-FM 105.9 mhz—July 3 application (BPH900104IF) granted for CP to increase ERP: 3.4 kw H&V.

■ **Pocomoke City, MD** WMYJ(FM) 106.5 mhz—June 28 application (BMPH910228ID) dismissed for mod. of CP (BPH880713NW) to change ERP: 2.8 kw H&V; ant.: 104 m.; TL: .3 km [illegible] of intersection of Byrd Rd. and U.S. Hwy. 113, [illegible] Pocomoke City, MD.

■ **La Crescent, MN** KXLC(FM) 91.1 mhz—June 26 application (BMPED901010IG) granted for mod. of CP (BPED880816MI) to change ERP: .23 kw H&V; ant.: 257 m.; TL: 1000 Tschumper Ridge Rd., La Crescent, MN 55947.

■ **Le Sueur, MN** (no call letters) 96.1 mhz—June 26 application (BMPH910430IB) returned for mod. of CP (BPH890707MA) to change ERP: 1.70 kw H&V; ant.: 132 m.; TL: 4.8 km on line bearing 310' (T) from intersection of State Hwys. 93 and 19, in Jessenland Township, MN.

■ **Canton, MO** KBXB(FM) 102.3 mhz—June 28 application (BPH900926IA) returned for CP to change ERP: 12.5 kw H&V; change ant.: 94 m.; class: C3 (per docket #89-427).

■ **St. Louis** KBDY(FM) 89.9 mhz—June 24 application (BPED900110IG) returned for CP to change ERP: .02 kw H; change ant.: 151 m H; TL: 625 N Euclid, St. Louis.

■ **Nebraska City, NE** KNCY-FM 97.7 mhz—June 26 application (BPH900608IC) dismissed for CP to change ant.: 150 m.; TL: on Rte. 50, 6.5 km NNW of Otoe, NE.

■ **Keene, NH** WKNH(FM) 91.3 mhz—June 24 application (BPED880426MP) granted for CP to change freq: 91.7 mhz; change ERP: .192 kw H&V; change ant.: -110.6 m.

■ **Canandaigua, NY** WLKA(FM) 102.3 mhz—June 21 application (BPH900227IE) granted for CP to change ERP: 3.400 kw H&V; ant.: 86 m.

■ **Elmira, NY** WCIH(FM) 90.3 mhz—June 21 application (BMPED900717IB) granted for mod. of CP (BPED870209MI) to change overall heights above ground level: 46 m.

■ **Patchogue, NY** WALK-FM 97.5 mhz—June 28 application (BMPH910524IB) granted for CP to modify composite directional antenna pattern of authorized ERP: LP-4AC-DA-SP antenna.

■ **Concord, NC** WPEG(FM) 97.9 mhz—Jan. 23 application (BMPH910123IB) granted for CP to change ERP: 78.8 kw H&V; change ant.: 491 m.; other: Submission of Measured Pattern of FM antenna and reduction in ERP to provide protection to other FM stations.

■ **West Carrollton, OH** WQRP(FM) 88.1 mhz—June 20 application (BPED900629MR) granted for CP to change ERP: 4 kw H&V; change ant.: 90 m.

■ **Lewistown, PA** WMRF-FM 95.9 mhz—June 20 application (BPH891227IA) granted for CP to change ERP: 3.9 km. (per docket #88-375).

■ **Olyphant, PA** WAXH(FM) 95.7 mhz—June 25 application (BMPH901029IB) granted for mod. of CP (BPH871023MG as mod.) to change TL: W Mountain Rd. Ransom, PA; change proposed FM transmitting ant. to adjacent tower.

■ **Cheraw, SC** WJMX-FM 103.1 mhz—June 24 application (BPH910530IE) granted for CP to change ERP: 50 kw; change 150 m.; TL: 5 km W of Society Hill on

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,988	239	5,227
Commercial FM	4,470	984	5,454
Educational FM	1,466	294	1,760
Total Radio	10,924	1,517	12,441
Commercial VHF TV	555	18	573
Commercial UHF TV	569	171	740
Educational VHF TV	124	3	127
Educational UHF TV	231	12	243
■ Total TV	1,479	204	1,683
VHF LPTV	206	163	369
UHF LPTV	689	863	1,552
■ Total LPTV	895	1,026	1,921
FM translators	1,861	350	2,211
VHF translators	2,706	83	2,789
UHF translators	2,318	326	2,644

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.